***Femtech Company Vella Biosicence Announces Launch of New Lubricant Focused for Those Going Through Menopause***

*The newest product from the brand encourages women to revel in the unlimited potential of their pleasure at any age*

New York, NY. (September 2022) -- [Vella Bioscience, Inc.](https://vellabio.com/), the femtech company driven to put science in service of sexual empowerment today announced the launch of their newest product – **The Vella Women’s Intimate Elixir.** The Intimate Elixir will join their flagship Women’s Pleasure Serum and other new offerings to round out the existing Vella portfolio, an integral addition to continue the brand’s mission of sexual empowerment for all.

The Women’s Intimate Elixir is a hydrating lubricant made specifically for all peri-menopausal, menopausal, and post-menopausal women who are looking for a premium lubricant that is formulated specifically for their evolving body. As the body continues to change over time, a decrease in estrogen causes vaginal dryness which leads to discomfort or pain during sexual intercourse – the Women’s Intimate Elixir changes that. By using hyaluronic acid as the product base, the body increases and retains hydration in the vagina, causing the body’s natural wetness to continue to increase which eliminates friction and improves comfort.

“Our hope is that Vella becomes an industry leader in the sexual wellness space. The menopause customer has been an underserved subsegment both for beauty and wellness.” says Chief Marketing Office Bulbul Hooda. “In the past year, we’ve seen an incredible increase of menopausal women searching for solutions and we’re honored to provide products for women at every stage in their life to continue our brand’s important mission.”

Vella continues to revolutionize the sexual wellness space with the launch of the Women’s Intimate Elixir by bringing in high end beauty ingredients into sexual wellness.

At launch, The Women’s Intimate Elixir will be available on [vellabio.com.](http://www.vellabio.com/) Vella is now also available at luxury retailers, including bluemercury, Nieman Marcus, Bergdorf Goodman, Saks, Cos Bar, Lemon Laine, The Allure Store, and Shen Beauty. Additional product information can be found below:



**Vella Women’s Intimate Elixir**

* 50mL $40.00

To learn more about the products or brand visit <http://www.vellabio.com>.

**About Vella Bioscience, Inc.**

Vella Bioscience, Inc. is a femtech company driven to put science in service of sexual empowerment. At the company’s core, women come first. Founded by a team of medical researchers, scientists and industry experts, Vella Bioscience, Inc. leads the intersection of proprietary science and luxury beauty for sexual wellness.Vella Bioscience, Inc. launched with its flagship, category-first product, Vella Pleasure Serum, which is designed to give women power over their pleasure. The first-of-its-kind serum features proprietary encapsulated liposomal CBD technology, which serves as the company’s platform technology to advance a product portfolio of radical innovations further strengthening the promise of sexual empowerment for all.

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